



PRODUCTION

CLIENT Fox 43 LENGTH 30
PRODUCT DTV Answers Spot 1 Changing Quickly COPY#
START 3/19/08 END _____ WRITER _____

VIDEO

TALENT ON CAMERA OVER
SPENCER #818

LOGOS

ANIMATION – TELEVISION SETS

LOGOS

DTV GRAPHICS

AUDIO

TALENT:

February 17, 2009 marks the end of television analog broadcasts for over 20 million households.

ANNOUNCER: (:04)

Fox 43 and Sherman's, preparing you for the transition to digital television.

TALENT:

Sixty years of television is changing quickly. You can buy a new television or use a digital converter box on your existing analog set to continue receiving over the air television signals after February 2009.

ANNOUNCER: (:07)

Fox 43 and Sherman's, preparing you for the transition to digital television on air and online at C-I Proud dot com.

TALENT:

Click on DTV Answers and know the Digital facts.

ALTERNATE ENDING

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ANNOUNCER: (:09.5)

Fox 43 and Sherman's, preparing you for the transition to digital television on air and online at C-I Proud dot com. Click on D-T-V Answers and know the digital facts.

COMEDY TAGS:(:04)

Fox 43 First for Laughs with the Simpsons... Weekdays at 5.

COMEDY TAGS:(:04)

Fox 43 First for Laughs with the Simpsons... Today at 5.

